



I. EVENTS/PROGRAMS



Best Practice: "Heads or Tails" Coin Toss

Member: Robin Hayes, NC-08

How it works:

- ❖ District office calls local high schools to ask if the Member can toss the coin and arrange time/date for the member to attend (usually for the big games such as homecoming, rival games, etc...)
- ❖ Member attends local high school football games across the district to toss the coin at the beginning of the game and talks with fans in the stands during the game. If special guests are available to accompany the member, that is preferred (i.e. mayor, chief of police, etc.)
- ❖ Big high school games will already have local sports reporters and photographers attending, but the press secretary should invite the local media to attend. If the Member is using a special coin, give the press that background as well (Ex: Hayes uses military coins at all high school game coin tosses that he has collected from soldiers he has met.)

The Benefits:

- ❖ Generates well-publicized contact between the member and their district.

Member Office Contact: Carolyn Hern, (202) 225-3715



Best Practice: Military Academy Day

Member: Chip Pickering, MS-03

How it works:

- ❖ District office staff brings together representatives from each military service branch, students, parents and guidance counselors who are interested in information about attending military service academies.
- ❖ Parents and students have the opportunity to ask questions, get informational materials and application packets if they decide to pursue an appointment to one of the academies.

The Benefits:

- ❖ This event informs interested students of the option of attending a military service academy and what is involved in obtaining a nomination and an appointment.

Member Office Contact: Brian Perry, (202) 225-5031



Best Practice: Annual Agriculture Tour

Member: Roy Blunt, MO-02; Jo Ann Emerson, MO-08

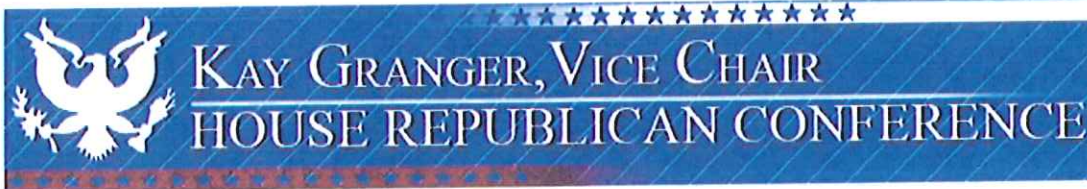
How it works:

- ❖ The Member office sets up a two-day tour to visit local agriculture and agribusiness operations with local farmers and other interested groups.
- ❖ Stops have included a wide range of operations including a meat packing facility operated by the Future Farmers of America, a large dairy operation, a turtle farm and a 1500-acre wildlife habitat restoration project.

The Benefits:

- ❖ Opportunity to gain first hand knowledge of the importance and diversity of agriculture in the district.
- ❖ Participants travel in buses and are able to discuss key issues with each other, our staff and the Member throughout the day.

Member Office Contact: Amy Poe, (202) 225-6536/Don Lucietta, (417) 781-1041 (Blunt); Jeffrey Connor, (202) 225-4404 (Emerson)



Best Practice: Annual Transportation Summit

Member: Michael C. Burgess, TX-26

How it works:

- ❖ D.C. and District offices reach out to outside groups effected by or involved with transportation issues such as specific city, county, state officials, Council of Governments, local transportation experts, coalitions, like-minded organizations, the state Transportation Department, highway and air transit officials, to invite them to an annual Transportation Summit.
- ❖ The event can be held at a number of local venues including a local school or law enforcement agency.
- ❖ The Member press secretary invites all transportation writers in the district as well as general congressional reporters (TV, radio and print). The event is closed to the public.

The Benefits:

- ❖ Allows for a transportation progress report for the area.
- ❖ Generates well-publicized contact between the Member and their district.

Member Office Contact: Michelle Stein, (202) 225-7772



Best Practice: Blood Bank Drive

Member: GOP Conference

How it works:

- ❖ Have a local blood bank send mobile units to the district office.
- ❖ Offer refreshments to participants.
- ❖ The Member press secretary should announce this service through various media outlets a month ahead of time.

The Benefits:

- ❖ A great way to show the importance of donating blood as well as invite the entire community to participate.
- ❖ Shows the Member is interested in the community.
- ❖ Good press event.

Member Office Contact: Caitlin Carroll or Steve Dutton, (202) 225-5071



Best Practice: Medicare Part D Enrollment Workshop

Member: Phil Gingrey M.D., GA-11

How it works:

- ❖ District staff invites seniors to hear the Member give a power point presentation on Medicare Part D, followed by a Q&A session with a representative from the Centers for Medicare and Medicaid (CMS). Seniors can then go to a computer lab where trained district staff and volunteers help them narrow their choices or enroll in a specific Medicare Part D Plan. State Medicare Part D plan providers set up tables at the event so seniors can discuss specific plans with the providers.
- ❖ Outside groups involved: CMS, local seniors services organizations, Social Security Administration, local Medicare Part D plan providers.
- ❖ A month before the event, district staff should secure a time/date/location, contact Medicare Part D plan providers, recruit volunteers and promote the event to senior centers, retirement homes and churches (for their calendars).
- ❖ Press secretary ideas: pitch a preview story to the local paper; book the Member on morning radio shows the day before the event; have the Member record a PSA (through the Conference's radio actuality program) that is sent to local radio stations; provides the media with a fact sheet and a Q&A on Medicare Part D.

The Benefits:

- ❖ The sessions are usually widely attended.
- ❖ Generates publicized contact between the Member and their district.

Member Office Contact: Becky Ruby, (202) 225-2931



Best Practice: Congress in Schools program

Member: Phil Gingrey, GA-11

How it works:

- ❖ At the beginning of each year, Member staff sends schools in the district a packet outlining the various programs and opportunities offered by the office. Include a flyer on each program, as well as information on the teachers and administrative officials involved with each event.
- ❖ The "Congress in Schools" program includes:
 - (1) Congressman Gingrey "guest teaching" middle and high school civics/government classes
 - (2) Congressman Gingrey reading to students
 - (3) The Outstanding Freshman Program: Each year, high schools in our district nominate two students for this award. These students receive a recognition certificate from Congressman Gingrey, and are invited to a special reception with the Congressman.
 - (4) The Congressional Art Competition
 - (5) The Military Service Academy nomination program
 - (6) High School Intern Program

The Benefits:

- ❖ Allows the Member to interact with students and build personal relationships with school principals, teachers and administrators.
- ❖ Helps educate students about the federal government.
- ❖ Creates good media events: local newspapers almost always cover the Member teaching a civics class.

Member Office Contact: Chris Jackson, (706) 290-1776 or Becky Ruby, (202) 225-2931



Best Practice: District Gas Tour

Member: John Carter, TX-31

How it works:

- ❖ District staff travels with the Congressman and takes photos during tour.
- ❖ Member's staff lines up which gas stations the member is going to visit and the press secretary invites all energy/environmental reporters in the district as well as general congressional reporters (TV, radio and print).

The Benefits:

- ❖ Easy way for reporters to get local footage/spin on a national story (high gas prices), generally positive press for the Member.
- ❖ Generates well-publicized contact between the Member and their district. Member can pump gas for people and talk with them about gas prices and the need for energy legislation, photo ops in front of the high gas prices, time for coffee with locals to discuss energy prices.
- ❖ No outside groups are needed for this event.

Member Office Contact: Lindsey Willis, (202) 225-3864



Best Practice: Flat Stanley Presentation

Member: Mike Conaway, TX-11

How it works:

- ❖ In the book, Flat Stanley, by Jeff Brown, Stanley is squashed flat. One of the many advantages is that Flat Stanley can now visit his friend by traveling in an envelope. The project was created by teachers who wanted to provide students with another reason to write and learn about other students around the world. In this case, Flat Stanley is sent to their local congressional office who takes him around Washington, D.C. and/or their district for a week. Once completed, the Member returns to the school to talk with the students.
- ❖ District staff contacts local schools to arrange a presentation to explain where Flat Stanley went (usually just a wrap up of what the member's week looked like).
- ❖ <http://www.flatstanley.com/> has a template format for the presentation.

The Benefits:

- ❖ Flat Stanley is an excellent district outreach tool that is sure to garner some press attention and positive results.
- ❖ Great photo-op for newsletter and local media.

Member Office Contact: Jeff Burton, (202) 225-3605



Best Practice: Health Care Forum

Member: GOP Conference

How it works:

- ❖ Member staff reaches out to local hospitals, doctors, nurses, home health providers, medical equipment providers, interested citizens and to representatives of Health Care Financing Administration (HCFA) to organize a health care forum in the district.

The Benefits:

- ❖ Allows the Member to hear their constituent's concerns regarding healthcare issues and offers them a more direct line of access to HCFA.
- ❖ The event will probably be well attended and the participants leave with a better understanding of the process as well as a more direct line of access to HCFA.

Member Office Contact: Caitlin Carroll or Steve Dutton, (202) 225-5071



Best Practice: Leaders of Tomorrow

Member: Tim Murphy, PA-18

How it works:

- ❖ Member will read and present a citation honoring a graduating senior with outstanding leadership skills at a high school senior awards ceremony.
- ❖ District staff will organize the event by sending out letters to principals no later than the second week of March asking the administration and faculty to identify a graduating senior with outstanding leadership skills who has positively affected the community and is NOT necessarily the class president or valedictorian. Follow up calls should be made two weeks later or sooner since some schools do their award ceremonies in April.
- ❖ A congressional citation needs to be created describing the traits and values of the student as a leader in the community.
- ❖ Organizers should make sure that the school tries to keep the name of the recipient a secret and allow the Member to read the citation aloud.
- ❖ Member press secretary invites appropriate local media.

The Benefits:

- ❖ Generates well-publicized contact between the member and young people in their district.

Member Office Contact: Mark Carpenter, (202) 225-4835



Best Practice: Mayors Roundtable

Member: GOP Conference

How it works:

- ❖ At the beginning of each year, invite all local mayors to a breakfast for a roundtable discussion of issues each of their agendas.

The Benefits:

- ❖ This event gives the member a sense of upcoming “local” issues and strengthens the member’s ability to work with each of the communities on solving local problems.

Member Office Contact: Caitlin Carroll or Steve Dutton, (202) 225-5071



Best Practice: Meet Me at the Flag Pole

Member: Randy Neugebauer, TX-19

How it works:

- ❖ District staff should start planning for the event about three to four weeks before the scheduled event. Staff starts by contacting the school principals or superintendents. The best time to schedule the event is early in the morning at the beginning of school.
- ❖ The Member will give a speech to students gathered around the flag pole about what the flag means to Americans and the importance of voting. Preferably, the student government president will give a short speech introducing the Member and the Member will present a flag that has been flown over the capitol to the students. School officials will raise the flag on the flag pole while the band plays the Star-Spangled Banner. The Member will then lead the student body in the Pledge of Allegiance.
- ❖ The press secretary invites appropriate local press.
- ❖ Supplies needed: A podium with microphone and a flag that has been flown over the capitol – to be donated to the school.

The Benefits:

- ❖ Generates publicized contact between the Member and the district.

Member Office Contact: Gayland Barksdale, (202) 225-4005



Best Practice: Pastor's Roundtable

Member: Robert Aderholt, AL-04

How it works:

- ❖ Invite all members of various clergy to a breakfast to discuss legislation (pending and/or recently passed) that will directly affect them and their parish members.
- ❖ Also invite heads of various Christian groups, faith-based colleges, etc...
- ❖ Roundtable can be scheduled as often as the member believes it would be worthwhile – should be at least twice a year.

The Benefits:

- ❖ Helps Members stay in touch with religious groups and stay abreast of their concerns and issues.

Member Office Contact: Hood Harris, (202) 225-4876



KAY GRANGER, VICE CHAIR HOUSE REPUBLICAN CONFERENCE

Best Practice: Reading to Students

Member: Steve Chabot, OH-01; Wally Herger, CA-02

How it works:

- ❖ Member can read book of choice, but “House Mouse Senate Mouse” teaches children about our nation’s Capitol Building and takes them through the legislative process. The book talks about drafting legislation, committee hearing process, floor votes and presidential action (this specific book is targeted toward a young audience, ages K – 5). As the member reads the book, a staffer can run a slide projector with slides corresponding to each page of the book. This allows students to see the pictures better.
- ❖ After reading the book, the Member can talk more about their job in the district and in D.C. When talking about voting it is interesting to pass around the voting card for the kids to see. Q&A to follow.
- ❖ District office schedules visits with local schools and provides support staff. When possible, try to schedule it so the member can read to an entire school rather than just one class. They will also need to arrange a projector screen and related technical equipment to run the slide show.
- ❖ Member staff can request slides of the book from the author in advance.
- ❖ Press Secretary invites appropriate local media to attend.

The Benefits:

- ❖ Generates well-publicized contact between the Member and their district.

Member Office Contact: Gary Lindgren, (202)-225-2216 (Chabot); Darin Thacker, (202) 225-3076 (Heger)